

12-MONTH INDUSTRY-ALIGNED CONTENT CALENDAR

Every month is a good month to share a message about helping your members save energy and reduce electricity and natural gas expenses. Here are a few specific seasonal themes that align well with the content provided by FOCUS ON ENERGY[®].

January

All sectors:
Budgeting and planning for the year ahead

Commercial real estate & multifamily:
Winter energy performance

February

Hospitality:
Hospitality Awareness Week (February 23–27, 2026)

Manufacturing:
Winter reliability and maintenance planning

March

All sectors:
World Energy Efficiency Day (March 5, 2026)

April

All sectors:
Earth Month (April 1–30, 2026) and Earth Day (April 22, 2026)

Real estate & multifamily:
Fair Housing Month (April 1–30, 2026)

May

Water & wastewater:
Drinking Water Week (May 3–9, 2026)

Retail & grocery:
Refrigeration performance ahead of summer

June

Hospitality & retail:
Increased summer cooling demand

July

Manufacturing:
Midyear production planning

Commercial real estate:
Tenant comfort during peak cooling

August

Education & multifamily:
Fall and budget planning cycles

September

Agribusiness:
National Farm Safety and Health Week (September 21–25, 2026)

Restaurants:
National Food Safety Month (September 1–30, 2026)

October

All sectors:
National Energy Awareness Month (October 1–31, 2026) and Energy Efficiency Day (October 7, 2026)

Manufacturing:
Manufacturing Day (October 2, 2026)

November

Retail:
Holiday sales energy demand

Utilities and facilities:
Winter preparedness

December

All sectors:
Year-end planning and looking ahead to 2027